

## Virginia WIC Retailer Special Training Edition | July 2020

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### Retailer Announcement



**VDH** VIRGINIA  
DEPARTMENT  
OF HEALTH

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**Please join us for Virginia WIC RAM call on  
Thursday, July 23, 2020, 2-3 pm (EST)  
to get the latest program updates and deadlines.**

**Join by phone**

**Call 1-866-845-1266**

**Code 76976587**

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## IMPORTANT DEADLINE MONDAY, AUGUST 31, 2020



This special edition of the Working with WIC Retailer eBulletin in July 2020 is the annual training edition.

According to the United States Department of Agriculture (USDA), Federal regulation 246.12, mandates that every three (3) years each WIC store completes a reauthorization training and signs a new retailer agreement. The 2020 Reauthorization Training is a curriculum that provides WIC program changes, highlights compliance and integrity issues, and provides useful tips on processing eWIC transactions.

This document can be used as a refresher or a reference document throughout the year.

## 2020 Reauthorization Training

### Required Training Material

The Virginia WIC Program will provide the reauthorization training in a video format and as a Microsoft PowerPoint with narration that must be viewed in its entirety at all 2020 Reauthorization Training sessions.

### WIC Retail Store Training

#### WIC Training for Companies WITHOUT a Certified WIC Trainer

At least one store management representative must attend any one of the scheduled mandatory training webinars listed below. Space is limited, so please register early to attend the live webinar session. Do NOT use android or apple mobile or tablet devices to attend a webinar; you will not receive credit. **Your assigned WIC ID number is required to register.**

**Webinar information:** Tuesday, July 21, 2020, 9:30 AM EST

Register at [VirginiaWICRetailers.com](https://www.virginiawicretailers.com).

**Contact your assigned Vendor Liaison if you have questions.**

The Vendor team directory [click here](#).

#### WIC Training for Companies WITH a Certified WIC Trainer

- Companies with WIC Certified Trainers can download a file containing the training video and narrated PowerPoint presentation from the [Virginia WIC Retailer web page](#).
- Must provide 2020 Reauthorization Training in a classroom, webinar or live video conference for each of their WIC authorized stores.
- At least one store management representative from each authorized store must attend the training session from start until end of the session. Attendance during the training event must be verified.
- All training platforms must provide interactive communication between the store representatives and a Certified WIC Trainer to allow for question and answer period(s).
- The company must have a procedure that informs each store in advance of training event, participation requirements and consequences for failing to participate in the training event.
- A Certified WIC Trainer must complete and submit to the WIC Program a Certified Trainer Reporting form containing the location, each attendee's store WIC ID and the attendee information.

[Certified Trainer Reporting Form link](#)

**All Certified Trainer Reporting forms are due in to Virginia WIC office by August 31, 2020.**

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## Training

### 1. The Purpose and History of the WIC Program

The United States Department of Agriculture's (USDA) Special Supplemental Nutrition Program for Women, Infants, and Children, commonly known as the WIC program, serves to safeguard the health of low-income pregnant, breastfeeding, and postpartum women, infants, and children up to age 5 who are found to be at nutritional risk.

According to National WIC Association (NWA) 2020 publication, every month the program serves roughly 7.3 million low-income mothers, babies, and young children at nutritional risk across the United States, for more than 46 years, WIC has contributed to healthier pregnancies and improved birth outcomes for low-income mothers, babies and young children up to five.

Established as a pilot program in 1972 and made permanent in 1974, USDA provides federal grants to states for WIC foods, nutrition education, breastfeeding promotion and support, and administrative costs. The WIC program is administered nationally by USDA's Food and Nutrition Service (FNS), and is administered at the local level. There are 90 WIC State agencies, over 1900 local agencies and 10,000 WIC clinics covering all 50 States, the District of Columbia, 34 Indian Tribal Organizations, American Samoa, Guam, and Commonwealth Islands of the Northern Marianas, Puerto Rico, and the U.S. Virgin Islands. Formerly known as the Special Supplemental Food Program for Women, Infants, and Children, the WIC's

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name changed under the Healthy Meals for Healthy Americans Act of 1994, in order to emphasize its role as a nutrition program.

**References:** <https://www.ers.usda.gov/topics/food-nutrition-assistance/wic-program/>

## 2. 2020 WIC Food List Release

The new 2020 Virginia WIC Food Lists were mailed to each WIC Authorized store in March 2020. Please place the 2020 food list at each eWIC register. If you have not received your copies of the new Food List or if you need additional copies, please use the Retailer Supply Request Web form, or send an email to [WIC\\_Retailer@vdh.virginia.gov](mailto:WIC_Retailer@vdh.virginia.gov).

## 3. Infant Formula Flyer

There are no changes to the current [Infant Formula Flyer](#). Please keep the current flyer at each eWIC register until further notice. If you need additional copies of the Formula Flyers, please go to our website [www.VirginiaWICRetailers.com](http://www.VirginiaWICRetailers.com) and print or use the Retailer Supply Request Web form.

## 4. Minimum Stocking Requirements

As specified in [Section D2](#) of the Retail Store Manual, the Minimum Stocking Requirement (MSR) must be met at all times. The products must not be expired and must be in the store during normal business hours. **Failing to meet the MSR three times in a 12-month period will result in disqualification from the WIC Program.**

Use the [Approved Product List \(APL\)](#) and the [WIC Food List](#) to determine approved brands, varieties, and UPCs that maybe used to meet the MSR. Below is a summary of the current MSR, this easy to use at-a-glance document was developed for retailers.

### Minimum Stock at a Glance

Item	Type	Size	Variety	Quantity	Shelf Label Required
Milk	1% OR Fat Free	Gallons, ½ gallons, quarts	2 sizes	5 gallons	Yes
Cheese	Sliced American	16 oz.	-	1 pkg.	Yes
	Block Cheddar			1 pkg.	Yes
Eggs	Large, White A or AA	Dozen	-	2 pkg.	
Beans	Dry	16 oz.	-	2 pkg.	
	Canned	15-16 oz.	-	8 cans.	
Peanut Butter	Any approved	16-18 oz.	-	2 containers	Yes
Cereal	Non-whole grain	12-36 oz.	-	24 oz. total	Yes
	Whole grain	12-36 oz. cold 11.8-12 oz. hot	2 types	48 oz. total	Yes
Frozen Juice	Single flavored: apple orange, grapefruit, grape	12 oz.	2 flavors	2 containers total	Yes
Refrigerated/shelf stable juice	Single flavored: apple, orange, grapefruit, grape	64 oz.	2 flavors	2 containers total	Yes
Whole Grains	Whole wheat bread	16 oz.	-	1 pkg.	
	Brown rice			1 pkg.	
Infant cereal	Rice	8 oz.	-	3 pkg.	
Infant vegetables	Single ingredient or combination	4 oz.	2 flavors	128 oz. total	
Infant fruits	Single ingredient or combination	4 oz.	2 flavors	128 oz. total	
Infant Formula	Similac Advance Powder	12.4 oz.	-	9 containers	

Fruits and Vegetables (cash value benefit)	Fruit subcategories: canned, fresh, frozen	-	4 types of fruit AND 2 subcategories	\$20.00 total	
	Vegetable subcategories: canned, fresh, frozen		4 types of vegetables AND 2 subcategories	\$20.00 total	

## 5. Infant Formula Sources and Record Keeping Requirements

Virginia WIC requires that all infant formula be purchased from suppliers authorized by the Virginia WIC Program.

Purchasing infant formula from an approved supplier protects the health and wellbeing of WIC participants. The current list of [approved formula manufacturers](#) is available online. If you wish to source formula for WIC participants from a supplier not on this list, the wholesaler/distributor must contact their Vendor Liaison and request to become an authorized supplier. Please refer to the following documents for further information regarding infant formula.

- [Virginia WIC Program's Retailer Manual, Section D2](#)
- [Retailer Agreement, Section G, Retailer Item 3](#)
- [Federal Regulation 246.12\(g\)\(11\)](#)

**Note:** The Retailer Agreement states that all retailers are required to maintain inventory records used for federal tax reporting purposes for a minimum of one (1) calendar year; and maintain purchasing records (invoices) for a minimum of twelve (12) months.

## 6. Procedures for Transacting and Redeeming WIC Benefits

### *eWIC Transactions For Stores Using Conduent (Xerox) Stand Beside Devices*

1. Separate WIC-approved items and process them first
2. For all non-produce items, scan each item's Universal Product Code (UPC) individually.
3. For produce (Cash Value Benefit (CVB) items)
  - Scan/weigh each item into the store's Point-of-Sale register and obtain total dollar amount
  - Enter the total dollar amount into the eWIC device using code 44691/4469 or the item's generic Price. Look-Up (PLU) code. This generic PLU applies to fresh produce purchases only.
4. Depending on internal procedures, you may need to process eWIC purchases twice:
  - First, using Conduent (Xerox) stand beside device to determine if the item is eligible against the specific cardholder's benefits (this is the step that alters their benefit balance) and to report the sales to the State WIC Office for reimbursement; and
  - Second, using your Point-of-Sales register to capture the actual sale amount and inventory quantity.

**Reminder:** Check the [Virginia WIC Conduent \(Xerox\) eWIC Retailer Manual](#) see pages 6-7 for specific steps on eWIC Benefit Delivery Guidelines. Transactions using WIC SMART Keys can be found on pages 58-62 and Error codes and descriptions are on pages 22-29 for stand beside systems.

### *eWIC Transactions For Stores Using Integrated Point-of-Sale (POS) Systems*

Processing eWIC benefits with integrated POS systems varies, so operations and instructions depends on your POS system. Contact your corporate office or Value Added Reseller (VAR) for information on processing eWIC benefits with your integrated system.

### *For all transactions (Stand-beside and Integrated POS Systems)*

Be particularly careful when voiding a transaction as it may cancel the eWIC customer's benefits. Follow instructions for voids carefully, and check before and after balances to ensure that no benefits have been lost.

### *Reimbursement*

Any WIC transactions after 12:00 pm daily will be processed the next business day. A single electronic settlement payment is sent to the eWIC Retailer's designated bank, and a detailed account of each eWIC transaction is provided via the Conduent (Xerox) Vendor Portal or POS System vendor.

## 7. The Vendor Sanction System

The Virginia WIC Program is mandated by the USDA to periodically conduct undercover retailer compliance investigations. The type of violations tested are identified in the current [Sanctions, Compliance and Program Violation](#) schedule which was provided to you with the [annual compliance reminder](#) letter mailed earlier this year.

The sanction schedule addresses both state and federal violations. The sanction schedule also shows different levels of severity for an offense, ranging from a warning letter to permanent disqualification. Two of the minor offenses include not providing a receipt to cardholders unless expressly declined or charging sales tax on eWIC purchases. The most severe charges include trafficking and illegally buying and selling WIC benefits for firearms, ammunition, explosives, or controlled substances. During an investigation, the representative of the WIC Program will always provide a written notice of the violation, unless the notice will compromise the investigation. Please review the sanction schedule to familiarize yourself with activities that deemed a violation. It is also important that you share this information with your store personnel and cashiers to ensure everyone understands the program requirements.

The sanction schedule is available online and provided upon request. If you have any questions about WIC violations, please contact Alex Acharya at 804-864-7811 or email [Alex.Acharya@vdh.virginia.gov](mailto:Alex.Acharya@vdh.virginia.gov).

**Reminder:** The WIC and SNAP (Food Stamp) Programs share data relating to imposed sanctions. Losing your SNAP authorization will affect your WIC authorization, and vice versa.

## 8. Incident Complaint Reporting

We encourage authorized retailers to report any eWIC cardholder incidents or problems by using the [Retailer Incident/Complaint form WIC #387](#).

Keeping us informed of these incidents as they happen allows us to address them in a timely manner and perhaps reduce repeat occurrences. Examples of incidents to report include:

- Attempts to purchase ineligible items with eWIC food benefits;
- Attempts to return WIC food items for ineligible exchange, store credit, or cash;
- Attempts to purchase excess Cash Value Benefits, not understanding that additional payment is required;
- Does not understand how to use their eWIC benefit card (e.g., PIN, eligible or available food items, spend dates, etc.); and
- Was abusive and/or rude to store personnel while redeeming eWIC benefits.

**Please complete the form in its entirety, to include:**

- The exact date and time of the incident; and
- A receipt or which checkout line was used (if applicable);
- Details about an ineligible item attempted to be purchased (if applicable), to include product descriptions, brand, size and UPC.
- A description of the complaint, with names of store personnel who witnessed the event, and a description of the eWIC customer (assuming that the customer's name is not known).

The Vendor Liaison assigned to the store location will process the complaint and may follow-up with your staff for additional details to help with providing the resolution and/or corrective action needed. The WIC Program strives to ensure that complaints are resolved in a manner that improves the retail services provided to WIC customers.

It is recommended for incidents of a more serious or urgent nature, to call your assigned WIC Vendor Liaison or the State WIC Office at (804) 864-7800.

Problems with specific Universal Product Codes (UPC) should be submitted using the [UPC Update form](#), or by contacting the Virginia UPC Administrator (Brian Tun, 804-864-7849 or [Brian.Tun@vdh.virginia.gov](mailto:Brian.Tun@vdh.virginia.gov)).

There are two complaint forms, one for the participant and one for the retailer. We ask that all incidents to be reported within

30 days. Your assigned Vendor Liaison researches retailer's complaints. Please contact your Vendor Liaison with additional questions.

## 9. Conflict of Interest Reminder

One definition of "Conflict of Interest" is a situation in which a person is in a position to derive personal benefit from actions or decisions made in their official capacity. An example of a potential conflict of interest is when a WIC authorized store employee (or a family member living in the same household) is also employed by a local or state WIC agency. It is important that WIC staff, in carrying out their duties, do not show favoritism toward retailers – including those where they have secondary employment.

It is important that employees maintain an awareness of all potential conflicts. Therefore, at least annually, authorized retail store management must remind all employees involved with WIC about the WIC Program's "Conflict of Interest" policy. Additional information about these Conflict of Interest requirements are in [Section C3](#) of the Retail Store Manual.

The Virginia WIC Program has developed an easy to use [handout](#) that can help stores meet this annual reminder requirement. However, this is only one of the options available for retail stores to use in meeting this annual requirement. Each organization must decide which option works best for them (handout, workshop, or meeting).

The Virginia WIC Office encourages authorized stores to contact their assigned Vendor Liaison to receive additional guidance on potential conflict of interest situations. By working together, we can ensure that the Virginia WIC Program maintains the highest level of integrity while serving eligible participants.

## 10. Vendor Claims

A Vendor Claims assessment is a requirement for a retailer to repay the Virginia WIC Program for an erroneous or unauthorized reimbursement. Reimbursements for any foods, formulas or medical foods ineligible for purchase using the eWIC benefit card may result in a Vendor Claims assessment. An example of when a Vendor Claim may be assessed is when a generic Price Look-Up (PLU 4469 or 44691) code is improperly used when processing an eWIC transaction. These types of violations discovered during a compliance investigation can lead to a Vendor Claim being assessed, as well as the store's WIC Program authorization being at risk for disqualification.

**Vendor Claim and a Compliance Investigation** – A store must reimburse the WIC Program for the amount paid on ineligible products purchased during a compliance investigation. If repayment is required, then the WIC Program will send a written request to affected stores identifying the amount owed and due date of the Vendor Claim.

**Vendor Claim Dispute** – Stores are required to send in their Vendor Claim payment within 20 calendar days after receiving notice of the payment obligation. To dispute a Vendor Claim, the store must send a written request to the Virginia WIC Program explaining the reasons for disputing the claim within 15 calendar days after receiving notice of the payment obligation.

## 11. Incentives

Federal WIC regulations forbid offering incentives solely to WIC participants in an effort to encourage them to redeem food benefits at your store. An example of incentives include:

Giving away free food or non-food items such as raffle tickets or lottery tickets. Section 246.12(h) (3) (iii) of the Federal WIC regulations requires retailers to offer WIC participants the same courtesies that are offered to non-WIC customers. The reverse is also true. WIC authorized stores may not deny WIC participants incentive items offered to non-WIC customers. Remember, always treat WIC and non-WIC customers the same.

## 12. Changes to the WIC VA Program Since July 2019

- 1.) Release and mailing of the 2020 Food list
- 2.) New Retailer Agreement will be due before August 31, 2020

## 13. Other Administrative Reminders

The Vendor Compliance Team has recently made some changes in administrative and direct support for Virginia WIC

retailers. We are pleased to inform retailers of the three new geographical areas designed to assist WIC retailers.

- Amy Romero Vendor Liaison, Northern Virginia
- Jennifer Trower Vendor Liaison, Eastern Virginia
- Ephraim Ewing Vendor Liaison, Western Virginia

A complete list of Who to Contact for Support with city and county is available on the [WIC retailer webpage](#).

- Please contact your assigned Vendor Liaison, or any member of the WIC Vendor Compliance Team, if your store ever needs assistance with WIC.
- As indicated in the Retailer Agreement and in the Retail Store Manual, WIC Authorized Stores are required to notify the Vendor Liaison in writing (email is acceptable) at least fifteen (15) calendar days before a store closes, changes ownership, or of any other circumstance that impacts service delivery, i.e., change in location, relocations, renovations, permanent and/or temporary closures, etc.

#### Stand beside equipment reminders:

- [New equipment instructions](#)
- [Returning equipment instructions](#)

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### Important Links

Find important links and Virginia WIC contact information [here](#).

- [WIC Homepage](#)
- [Virginia WIC Retailer Homepage](#)
- [WIC Retailer Resources](#)
- [2020 WIC Food List](#)
- [Approved Product List At A Glance](#)
- [Current Approved Product List](#)
- [Contact Us \(list of assigned Vendor Liaisons\)](#)
- [Commonwealth of Virginia WIC Regulations](#)
- [Retailer Incident/Complaint form WIC #387](#).
  - [Instructions](#)
  - [Form](#)
- Retailer Supply Request Form
  - [Web Form](#)
  - [Paper Form](#)
- UPC Update Form
  - [Instructions](#)
  - [Form](#)
- Non-Discrimination Statement (<https://www.usda.gov/non-discrimination-statement>)

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